

ABSTRACT OF THE DISCLOSURE

The hair wax product with liquid or creamy consistency for treating or setting up a human hairstyle contains at least 40 % by weight of an aqueous or aqueous-alcoholic carrier medium, at least 5 percent by weight of an emulsifier and at least 2 percent by weight of wax. The weight ratio of emulsifier to wax is greater than 1, preferably 1.1 to 4. The invention also includes methods for styling and re-styling human hair-dos or hairstyles using the hair wax product according to the invention.